

## **Introduction of Field Projects as a part of Design Thinking Course**

### **Introduction**

1. Design Thinking is a Practice Oriented Subject where students understand the framework during the classroom sessions, practice how to apply using cases in the industry and then internalize how to use it the real-life situations. Students' ability to apply the framework should be the hallmark of evaluation for this subject.

### **Proposed Best Practice**

2. It is planned to allocate a field project to each group of students, where students will be visiting physically, conducting empathy mapping exercise using Observe, Engage & Immerse Techniques. Using the Ideation and Rapid Prototyping Techniques implement the major outcomes of Empathy Mapping Exercise.

### **Objective**

3. This arrangement is expected to give students nitty gritty of practical application of the framework which will help them to use it effectively when they become a part of corporate life

### **Design of the Field Projects**

4. Accordingly, the following field projects were undertaken from the industry in various important subject areas, details of which are enumerated below:

5. Design thinking project for Gold jewelry of Tanishq (Jewelry wing of Titan). This project was undertaken by involving 12 PGDM students under a Design Thinking Faculty. The group travelled to various locations in India and engaged with 150 customers, 600 karigars (skilled workmen), and 300 Regional sales officers and collected field data and their

experiences of association with Tanishq. An ideation workshop was conducted on 3rd June 2023 to ideate on the input received from the field. Finally, these ideas were converted into actionable points, and they are in the process of implementation. This project was recognized as the best project undertaken by Tanishq, and the project team was felicitated in a specially organized event on 13 September.2023.

6. Students of batch-28, as a part of their design thinking course, have undertaken the following field projects. Each of these projects involved extensive fieldwork to gather customer experiences, ideation, prototyping and finalizing the product concept, which will improve customer and employee experience. These projects included implementation of the design thinking framework and improving customer experience at Decathlon, Reliance smart retail outlets, McDonald's, Iron Hill and Starbucks coffee outlets.

### **Outcomes**

7. Introduction of field projects in Design Thinking has helped the students to gain confidence in implementing the framework in any organisation that they will join after the programme. It has also helped the students to gain better placements compared to their peers.

### **Conclusion**

8. Adding Field Experience in Learning new concepts has proved very helpful in making learning more meaningful with capability to practice the learned concepts straightaway in their corporate career.